

IN THE CLAIMS

Please amend the claims as follows. This listing of the claims will replace all prior versions, and listings, of the claims in the Application.

1. (currently amended) A method configured for facilitating an interactive multimedia experiences, comprising:

at least one data processing device accessing, from memory coupled to
said at least one data processing device, instructions causing said at
least one data processing device to access[[ing]] a system-readable
specification defining a multimedia experience configured for audience
interaction; and

said at least one data processing device accessing, from said memory,
instructions causing said at least one data processing device to
perform[[ing]] the multimedia experience in accordance with
information comprised by the system-readable specification, wherein
said information comprised by the system-readable specification
includes information for enabling facilitation of audience response
tracking, experience navigation and feedback of audience responses,
wherein said information of the system-readable specification includes
a plurality of experience segments that jointly define the multimedia
experience, wherein each one of said display elements specifies at least
one display element thereof, wherein said at least one display element
has a multimedia asset associated therewith, and wherein each one of
said experience segments is configured in accordance with a
specification format associating a multimedia asset with each display
element thereof via a respective display element attribute.

2. (currently amended) The method of claim 1 wherein causing said at least one data
processing device to perform[[ing]] the multimedia experience includes causing said at
least one data processing device to gather[[ing]] audience responses.

3. (currently amended) The method of claim 2 wherein causing said at least one data processing device to perform[[ing]] the multimedia experience includes causing said at least one data processing device to:
 - analyze[[ing]] said audience responses; and
 - output[[ting]] information resulting from said analysis.
4. (currently amended) The method of claim 3 wherein causing said at least one data processing device to output[[ting]] said information resulting from analyzing said audience responses includes causing said at least one data processing device to display[[ing]] at least a portion of said information resulting from analyzing said audience responses.
5. (currently amended) The method of claim 4 wherein causing said at least one data processing device to perform[[ing]] the multimedia experience includes causing said at least one data processing device to output[[ting]] experience content.
6. (currently amended) The method of claim 1 wherein causing said at least one data processing device to perform[[ing]] the multimedia experience includes causing said at least one data processing device to:
 - gather[[ing]] audience responses;
 - analyze[[ing]] said audience responses;
 - output[[ting]] information resulting from said analysis; and
 - output[[ting]] experience content dependent upon at least a portion of said information resulting from analyzing said audience responses.
7. (currently amended) The method of claim 6 wherein causing said at least one data processing device to output[[ting]] said information resulting from analyzing said audience responses includes causing said at least one data processing device to display[[ing]] at least a portion of said information resulting from analyzing said audience responses.

8. (currently amended) The method of claim 1 wherein:

a first one of said experience segments of the system-readable
specification comprises a plurality of display elements;
each one of said display elements is configured in accordance with a
specification format associating a multimedia file with each one of said
display element thereof via a respective display element
attribute ~~comprises a respective portion of the multimedia experience;~~
and
a file format of a multimedia file associated with a first one of said display
elements is different than a file format of a multimedia file associated
with second one of said display elements ~~performing the multimedia~~
~~experience includes performing at least a portion of said display~~
~~elements.~~

9. (currently amended) A system configured for facilitating an interactive multimedia
experience, comprising, comprising:

at least one data processing device;
instructions processable by said at least one data processing device; and
an apparatus from which said instructions are accessible by said at least
one data processing device;
wherein said instructions are configured for enabling said at least one data
processing device to facilitate:
accessing a system-readable specification defining a multimedia
experience configured for audience interaction; and
performing the multimedia experience in accordance with information
comprised by the system-readable specification, wherein said
information comprised by the system-readable specification includes
information for enabling facilitation of audience response tracking,
experience navigation and feedback of audience responses, wherein
said information of the system-readable specification includes a
plurality of experience segments that jointly define the multimedia
experience, wherein each one of said display elements specifies at least

one display element thereof, wherein said at least one display element has a multimedia asset associated therewith, and wherein each one of said experience segments is configured in accordance with a specification format associating a multimedia asset with each display element thereof via a respective display element attribute.

10. (original) The system of claim 9 wherein performing the multimedia experience includes gathering audience responses.
11. (original) The system of claim 10 wherein performing the multimedia experience includes:
 - analyzing said audience responses; and
 - outputting information resulting from said analysis.
12. (original) The system of claim 11 wherein outputting said information resulting from analyzing said audience responses includes displaying at least a portion of said information resulting from analyzing said audience responses.
13. (original) The system of claim 12 wherein performing the multimedia experience includes outputting experience content.
14. (original) The system of claim 9 wherein performing the multimedia experience includes:
 - gathering audience responses;
 - analyzing said audience responses;
 - outputting information resulting from said analysis; and
 - outputting experience content dependent upon at least a portion of said information resulting from analyzing said audience responses.

15. (original) The system of claim 14 wherein outputting said information resulting from analyzing said audience responses includes displaying at least a portion of said information resulting from analyzing said audience responses.

16. (currently amended) The system of claim 9 wherein:

a first one of said experience segments of the system-readable specification comprises a plurality of display elements;
each one of said display elements is configured in accordance with a specification format associating a multimedia file with each one of said display element thereof via a respective display element attribute~~comprises a respective portion of the multimedia experience;~~
and
a file format of a multimedia file associated with a first one of said display elements is different than a file format of a multimedia file associated with second one of said display elements~~performing the multimedia experience includes performing at least a portion of said display elements.~~

17. (currently amended) A system configured for facilitating an interactive multimedia experience, comprising, comprising:

means for accessing a system-readable specification defining a multimedia experience configured for audience interaction; and
means for performing the multimedia experience in accordance with information comprised by the system-readable specification, wherein said information comprised by the system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses,
wherein said information of the system-readable specification includes a plurality of experience segments that jointly define the multimedia experience, wherein each one of said display elements specifies at least one display element thereof, wherein said at least one display element has a multimedia asset associated therewith, and wherein each one of

said experience segments is configured in accordance with a specification format associating a multimedia asset with each display element thereof via a respective display element attribute.

18. (currently amended) A method configured for facilitating an interactive multimedia experience, comprising:

at least one data processing device accessing, from memory coupled to said at least one data processing device, instructions causing said at least one data processing device to access[[ing]] a system-readable specification defining a multimedia experience configured for audience interaction , wherein the system-readable specification includes an experience segment having a plurality of display elements and wherein the experience segment is configured in accordance with a specification format associating a multimedia asset with each display element thereof via a respective display element attribute;
said at least one data processing device accessing, from said memory, instructions causing said at least one data processing device to maintain[[ing]] updates of experience feedback information; and
said at least one data processing device accessing, from said memory, instructions causing said at least one data processing device to perform[[ing]] said multimedia experience dependent upon at least one of information comprised by the system-readable specification and said experience feedback information.

19. (currently amended) The method of claim 18 wherein said feedback information includes at least one of experience state information and audience response information and wherein said feedback information is derived exclusively from at least one query defined within the system-readable specification.

20. (currently amended) The method of claim 18 wherein causing said at least one data processing device to:

performing the multimedia experience includes causing said at least one data processing device to access[[ing]] a multimedia asset associated with one of said display elements; and
access information for the multimedia asset is specified within the system-readable specification.

21. (currently amended) The method of claim 18 wherein said feedback information includes information resulting from analysis of a sound file of the one of said display elements.
22. (currently amended) The method of claim 21 wherein said analysis of the sound file includes analysis of at least one of amplitude characteristics of the sound file and length characteristics of the sound file. •
23. (currently amended) The method of claim 22 wherein said causing said at least one data processing device to perform[[ing]] includes causing said at least one data processing device to synchronize[[ing]] a video component comprised by the multimedia experience with a corresponding audio component comprised by the multimedia experience dependent upon said information resulting from analysis of the sound file.
24. (currently amended) The method of claim 18 wherein causing said at least one data processing device to perform[[ing]] the multimedia experience includes causing said at least one data processing device to gather[[ing]] audience responses and wherein said gathering is performed exclusively in accordance with at least one query defined within the system-readable specification.
25. (currently amended) The method of claim 24 wherein causing said at least one data processing device to perform[[ing]] the multimedia experience includes:
causing said at least one data processing device to analyze[[ing]] said audience responses; and

causing said at least one data processing device to output[[ting]]
information resulting from said analyzing.

26. (currently amended) The method of claim 25 wherein causing said at least one data processing device to output[[ting]] said information resulting from analyzing said audience responses includes causing said at least one data processing device to display[[ing]] at least a portion of said information resulting from analyzing said audience responses.
27. (currently amended) The method of claim 25 wherein said information comprised by said system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.
28. (currently amended) The method of claim 25 wherein causing said at least one data processing device to perform[[ing]] the multimedia experience includes causing said at least one data processing device to output[[ting]] experience content.
29. (original) The method of claim 28 wherein said information comprised by the system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.
30. (currently amended) The method of claim 18 wherein causing said at least one data processing device to performing the multimedia experience includes causing said at least one data processing device to:
- gather[[ing]] audience responses;
 - analyze[[ing]] said audience responses;
 - output[[ting]] information resulting from said analyzing; and
 - output[[ting]] experience content dependent upon at least a portion of said information resulting from analyzing said audience responses;

wherein said gathering is performed exclusively in accordance with at least one query defined within the system-readable specification.

31. (currently amended) The method of claim 30 wherein causing said at least one data processing device to output[[ting]] said information resulting from analyzing said audience responses includes causing said at least one data processing device to display[[ing]] at least a portion of said information resulting from analyzing said audience responses.

32. (currently amended) The method of claim 18 wherein:
each one of said display elements comprises a respective portion of the multimedia experience; and
causing said at least one data processing device to perform[[ing]] the multimedia experience includes causing said at least one data processing device to perform[[ing]] at least a portion of said display elements.

33. (original) The method of claim 32 wherein said information comprised by the system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.

34. (currently amended) A system configured for facilitating an interactive multimedia experience, comprising:
at least one data processing device;
instructions processable by said at least one data processing device; and
an apparatus from which said instructions are accessible by said at least one data processing device;
wherein said instructions are configured for enabling said at least one data processing device to facilitate:
accessing a system-readable specification defining a multimedia experience configured for audience interaction , wherein the

system-readable specification includes an experience segment having a plurality of display elements and wherein the experience segment is configured in accordance with a specification format associating a multimedia asset with each display element thereof via a respective display element attribute;

maintaining updates of experience feedback information; and
performing said multimedia experience dependent upon ~~at least one of~~ information comprised by the system-readable specification and said experience feedback information.

35. (currently amended) The system of claim 34 wherein said feedback information includes ~~at least one of~~ experience state information and audience response information and wherein said feedback information is derived exclusively from at least one query defined within the system-readable specification.

36. (original) The system of claim 34 wherein:

performing the multimedia experience includes accessing a multimedia asset associated with one of said display elements; and
access information for the multimedia asset is specified within the system-readable specification.

37. (original) The system of claim 34 wherein said feedback information includes information resulting from analysis of a sound file of the one of said display elements.

38. (original) The system of claim 37 wherein said analysis of the sound file includes analysis of at least one of amplitude characteristics of the sound file and length characteristics of the sound file.

39. (original) The system of claim 38 wherein said performing includes synchronizing a video component comprised by the multimedia experience with a corresponding audio component comprised by said multimedia experience dependent upon said information resulting from analysis of the sound file.
40. (currently amended) The system of claim 34 wherein performing the multimedia experience includes gathering audience responses and wherein said gathering is performed exclusively in accordance with at least one query defined within the system-readable specification.
41. (original) The system of claim 40 wherein performing the multimedia experience includes:
- analyzing said audience responses; and
 - outputting information resulting from said analyzing.
42. (original) The system of claim 41 wherein outputting said information resulting from analyzing said audience responses includes displaying at least a portion of said information resulting from analyzing said audience responses.
43. (original) The system of claim 41 wherein said information comprised by said system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.
44. (original) The system of claim 41 wherein performing the multimedia experience includes outputting experience content.
45. (original) The system of claim 34 wherein said information comprised by the system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.

46. (currently amended) The system of claim 34 wherein performing the multimedia experience includes:
- gathering audience responses;
 - analyzing said audience responses;
 - outputting information resulting from said analyzing; and
 - outputting experience content dependent upon at least a portion of said information resulting from analyzing said audience responses;
- wherein said gathering is performed exclusively in accordance with at least one query defined within the system-readable specification.
47. (original) The system of claim 46 wherein outputting said information resulting from analyzing said audience responses includes displaying at least a portion of said information resulting from analyzing said audience responses.
48. (original) The system of claim 34 wherein:
- each one of said display elements comprises a respective portion of the multimedia experience; and
 - performing the multimedia experience includes performing at least a portion of said display elements.
49. (original) The system of claim 48 wherein said information comprised by the system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.
50. (currently amended) A system configured for facilitating an interactive multimedia experience, comprising:
- means for accessing a system-readable specification defining a multimedia experience configured for audience interaction , wherein the system-readable specification includes an experience segment having a plurality of display elements and wherein the experience segment is configured in accordance with a specification format associating a

multimedia asset with each display element thereof via a respective display element attribute;

means for maintaining updates of experience feedback information,
wherein said experience feedback information is derived from a query specified by one of said display elements; and
means for performing said multimedia experience dependent upon at least ~~one~~ of information comprised by the system-readable specification and said experience feedback information.

51. (currently amended) A method configured for facilitating an interactive multimedia experiences, comprising:

at least one data processing device accessing, from memory coupled to said at least one data processing device, instructions causing said at least one data processing device to create[[ing]] a system-readable specification defining a multimedia experience configured for audience interaction, wherein the system-readable specification includes an experience segment having a plurality of display elements and wherein the experience segment is configured in accordance with a specification format associating a multimedia asset with each display element thereof via a respective display element attribute;
said at least one data processing device accessing, from said memory, instructions causing said at least one data processing device to designate[[ing]] a feedback information action for enabling corresponding experience feedback information to be updated accordingly in response to performing the multimedia experience; and
said at least one data processing device accessing, from said memory, instructions causing said at least one data processing device to associate[[ing]] the feedback information action with the system-readable specification, whereby performing the multimedia experience is dependent upon said corresponding experience feedback information.

52. (currently amended) The method of claim 51 wherein causing said at least one data processing device to create[[ing]] the system-readable specification includes specifying access information for at least one multimedia asset comprised by the multimedia experience.
53. (currently amended) The method of claim 51 wherein causing said at least one data processing device to create[[ing]] the system-readable specification is performed dependent upon system-specified rules configured for enabling the specification to be interpreted and performed by said system.
54. (currently amended) The method of claim 51 wherein said experience feedback information includes ~~at least one of~~ experience state information and audience response information.
55. (currently amended) The method of claim 51 wherein:
causing said at least one data processing device to perform[[ing]] the multimedia experience includes accessing a multimedia asset associated with one of said display elements; and access information for the multimedia asset is specified within the system-readable specification.
56. (currently amended) The method of claim 51 wherein causing said at least one data processing device to create[[ing]] the system-readable specification includes causing said at least one data processing device to specify[[ing]] a manner in which audience responses are gathered.
57. (currently amended) The method of claim 56 wherein causing said at least one data processing device to create[[ing]] the system-readable specification includes causing said at least one data processing device to specify[[ing]] a manner in which:
said audience responses are analyzed; and

information resulting from said analyzing is outputted.

58. (currently amended) The method of claim 57 wherein causing said at least one data processing device to specify[[ing]] the manner in which said information resulting from analyzing said audience responses is outputted includes causing said at least one data processing device to specify[[ing]] a manner in which at least a portion of said information resulting from analyzing said audience responses is displayed.
59. (currently amended) The method of claim 58 wherein causing said at least one data processing device to create[[ing]] the system-readable specification includes causing said at least one data processing device to specify[[ing]] a manner in which experience content is outputted.
60. (currently amended) The method of claim 51 wherein causing said at least one data processing device to create[[ing]] the system-readable specification includes causing said at least one data processing device to specify[[ing]] a manner in which audience response tracking, experience navigation and feedback of audience responses are performed.
61. (currently amended) The method of claim 51 wherein causing said at least one data processing device to create[[ing]] the system-readable specification includes causing said at least one data processing device to specify[[ing]] a manner in which:
- audience responses are gathered;
 - said audience responses are analyzed;
 - information resulting from said analyzing is outputted;
 - experience content is outputted; and
 - at least one of audience response tracking, experience navigation and feedback of audience responses is performed.
62. (currently amended) A system configured for facilitating an interactive multimedia experiences, comprising:

at least one data processing device;
instructions processable by said at least one data processing device; and
an apparatus from which said instructions are accessible by said at least
one data processing device;
wherein said instructions are configured for enabling said at least one data
processing device to facilitate:

creating a system-readable specification defining a multimedia
experience configured for audience interaction, wherein the
system-readable specification includes an experience
segment having a plurality of display elements and wherein
the experience segment is configured in accordance with a
specification format associating a multimedia asset with
each display element thereof via a respective display
element attribute;

designating a feedback information action for enabling
corresponding experience feedback information to be
updated accordingly in response to performing the
multimedia experience; and

associating the feedback information action with the system-
readable specification, whereby performing the multimedia
experience is dependent upon said corresponding
experience feedback information.

63. (original) The system of claim 62 wherein creating the system-readable specification includes specifying access information for at least one multimedia asset comprised by the multimedia experience.

64. (original) The system of claim 62 wherein creating the system-readable specification is performed dependent upon system-specified rules configured for enabling the specification to be interpreted and performed by said system.

65. (original) The system of claim 62 wherein said experience feedback information includes at least one of experience state information and audience response information.

66. (original) The system of claim 62 wherein:

performing the multimedia experience includes accessing a multimedia asset associated with one of said display elements; and
access information for the multimedia asset is specified within the system-readable specification.

67. (original) The system of claim 62 wherein creating the system-readable specification includes specifying a manner in which audience responses are gathered.

68. (original) The system of claim 67 wherein creating the system-readable specification includes specifying a manner in which:

said audience responses are analyzed; and
information resulting from said analyzing is outputted.

69. (original) The system of claim 68 wherein specifying the manner in which said information resulting from analyzing said audience responses is outputted includes specifying a manner in which at least a portion of said information resulting from analyzing said audience responses is displayed.

70. (original) The system of claim 69 wherein creating the system-readable specification includes specifying a manner in which experience content is outputted..

71. (original) The system of claim 62 wherein creating the system-readable specification includes specifying a manner in which audience response tracking, experience navigation and feedback of audience responses are performed.

72. (original) The system of claim 62 wherein creating the system-readable specification includes specifying a manner in which:

audience responses are gathered;
said audience responses are analyzed;
information resulting from said analyzing is outputted;
experience content is outputted; and
at least one of audience response tracking, experience navigation and
feedback of audience responses is performed.

73. (currently amended) A system configured for facilitating an interactive multimedia experiences, comprising:

means for creating a system-readable specification defining a multimedia experience configured for audience interaction, wherein the system-readable specification includes an experience segment having a plurality of display elements and wherein the experience segment is configured in accordance with a specification format associating a multimedia asset with each display element thereof via a respective display element attribute;
means for designating a feedback information action for enabling
corresponding experience feedback information to be updated accordingly
in response to performing the multimedia experience; and
means for associating the feedback information action with the system-readable specification, whereby performing the multimedia experience is dependent upon said corresponding experience feedback information.

74. (currently amended) A method configured for creating a system-readable specification defining a multimedia experience configured for audience interaction, comprising;

at least one data processing device accessing, from memory coupled to
said at least one data processing device, instructions causing said at
least one data processing device to specify[[ing]] a manner in which
audience response tracking is performed;
said at least one data processing device accessing, from said memory,
instructions causing said at least one data processing device to

specify[[ing]] a manner in which experience navigation is performed;
and
said at least one data processing device accessing, from said memory,
instructions causing said at least one data processing device to
specify[[ing]] a manner in which feedback of audience responses is
performed;
wherein causing said at least one data processing device to specify the
manner in which said response tracking, said experience navigation
and said feedback of audience response is performed includes causing
said at least one data processing device to create a plurality of
experience segments each having at least one display element;
and wherein each one of said experience segments is configured in
accordance with a specification format associating a multimedia asset
with each display element thereof via a respective display element
attribute.

75. (canceled)

76. (currently amended) The method of claim 74, further comprising:

said at least one data processing device accessing, from said memory,
instructions causing said at least one data processing device to
specify[[ing]] a manner in which said audience responses are analyzed;
and
said at least one data processing device accessing, from said memory,
instructions causing said at least one data processing device to
specify[[ing]] a manner in which information resulting from said
analyzing is outputted.

77. (currently amended) The method of claim 76 wherein causing said at least one data
processing device to specify[[ing]] the manner in which said information resulting from
analyzing said audience responses is outputted includes causing said at least one data

processing device to specify[[ing]] a manner in which at least a portion of said information resulting from analyzing said audience responses is displayed.

78. (currently amended) The method of claim 74, further comprising:

said at least one data processing device accessing, from said memory,
instructions causing said at least one data processing device to
specify[[ing]] access information for at least one multimedia asset
comprised by the multimedia experience.

79. (currently amended) A system configured for creating a system-readable specification
defining a multimedia experience configured for audience interaction, comprising;

at least one data processing device;

instructions processable by said at least one data processing device; and

an apparatus from which said instructions are accessible by said at least
one data processing device;

wherein said instructions are configured for enabling said at least one data
processing device to facilitate:

specifying a manner in which audience response tracking is
performed;

specifying a manner in which experience navigation is
performed; and

specifying a manner in which feedback of audience responses
is performed; and

wherein specifying the manner in which said response tracking,
said experience navigation and said feedback of audience
response is performed includes creating a plurality of
experience segments each having at least one display
element and wherein each one of said experience segments
is configured in accordance with a specification format
associating a multimedia asset with each display element
thereof via a respective display element attribute.

80. (original) The system of claim 79 wherein each one of said specifying are performed dependent upon system-specified rules configured for enabling a system-readable specification to be interpreted and performed by said system.
81. (original) The system of claim 79 further comprising:
 means for specifying a manner in which said audience responses are analyzed; and
 means for specifying a manner in which information resulting from said analyzing is outputted.
82. (original) The system of claim 81 wherein specifying the manner in which said information resulting from analyzing said audience responses is outputted includes specifying a manner in which at least a portion of said information resulting from analyzing said audience responses is displayed.
83. (original) The system of claim 79, further comprising:
 specifying access information for at least one multimedia asset comprised by the multimedia experience.
84. (currently amended) A system configured for creating a system-readable specification defining a multimedia experience configured for audience interaction, comprising:
 means for specifying a manner in which audience response tracking is performed;
 means for specifying a manner in which experience navigation is performed; and
 means for specifying a manner in which feedback of audience responses is performed;
 wherein specifying the manner in which said response tracking, said experience navigation and said feedback of audience response is performed includes creating a plurality of experience segments each having at least one display

element and wherein each one of said experience segments
is configured in accordance with a specification format
associating a multimedia asset with each display element
thereof via a respective display element attribute.

85. to 93. (canceled)